

MARKETING “FORWARD” DURING COVID-19



TACTIC 4: FOCUSING ON ECOMMERCE CAPABILITIES

As the majority of the country is being ordered to stay at home, many of us are slowly but surely settling into the current “new normal.” However, with situations being what they are, customers are becoming more accustomed to satisfying their purchasing needs (essential and recreational) online. Just as people are adjusting, brands must also adjust to enhance their ability to operate via the ecommerce ecosystem.

Allow Guest Checkouts:

Understandably, many of us provide ecommerce checkouts as long as users have an account. Granted, users with accounts are more likely to be repeat purchasers, but in times like these, having to create yet another account can be enough of a roadblock to lose the sale. Providing a guest checkout option can help streamline first-time purchases, reduce abandoned shopping carts, and slash purchase transaction times. If you have the ability to add a guest checkout option, now is the time to test it.

Offering guest checkout may be as simple as changing some settings on your ecommerce site. However, if you need some assistance to enable (or optimize) guest checkout, please don't hesitate to contact your National Positions team.

Be Transparent with Shipping Pricing & Options:

Nobody likes being surprised with a hidden cost at checkout. It is not so much having to pay for shipping, but the feeling that a company is not being transparent about these additional costs up front. Make these costs and options as transparent as possible. If you have a reduced shipping cost option or free shipping over a certain order size, make this very clear. You are far more likely to damage ecommerce revenues by hiding these costs until the last moment vs. being forthcoming about them.

There are several options for putting this type of messaging into place that our team would be happy to assist you with—just give us a call or send us an email.

Simplify Your Mobile Marketplace:

Cart abandonment on mobile has always been the highest across devices—approximately 85% vs. the (just under) 70% overall average. With so much more time being spent on mobile devices and the influx of online purchases by necessity, mobile checkouts need to be streamlined and simplified as much as possible. Just as your website should be “mobile-first” so should your ecommerce checkout process.

If you need assistance optimizing your mobile marketplace or checkout, please contact your team here at National Positions and we will be happy to assist you.

Offer More Payment Options:

You may have never considered this one, but people do have preferred ways to pay for what they purchase online. While for many, credit and debit cards are the go-to way to pay, e-wallet services like Apple Pay, PayPal, and Google Pay are used roughly **30% of the time** (and rising). In short, limiting your methods of payment can cause customers to seek out an alternative product or service from another site. Consider expanding your payment options to reduce buyer friction and maximize your ecommerce transaction capabilities.

The team here at National Positions has worked with a multitude of ecommerce sites to help streamline checkout options—please feel free to contact your Client Partner if you need assistance.

Provide Ongoing Shelter-in-Place Promotions:

There is no denying the power of a great deal, and right now you have opportunities to better connect with the needs of those that are staying at home. Brands like Cost Plus World Market have been offering massive discounts for products such as outdoor and patio furniture. This not only lets them move products that may otherwise not sell, but also, they are tapping into the desire for many who want to spend time outdoors (while at home). Examine how your promotions can pair with the intrinsic desires of those that (for the time being) are confined to their homes the majority of the time.

Our team has examples of these types of promotions and would be happy to help you get this put into place.

As daunting as some of these ecommerce upgrades might seem, they can pave the way for huge opportunities and can help streamline operations, enhance your nurturing pipeline, and build an even greater repeat client base. If you need assistance putting any of the aforementioned ideas into action, contact your Client Partner at National Positions, and we will be more than happy to help.

Stay safe, productive, and healthy—and we're here when you need us.



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